

Insulet launches Omnipod Dash in Sweden, Finland, Norway, and Denmark with six other countries in "coming weeks" - September 21, 2020

Omnipod Dash to launch in France, Belgium, Germany, Austria, Switzerland, and Israel in "coming weeks"; ahead of [2Q20 expectations](#) for "early 2021"

Just this morning, Insulet [announced](#) that it has doubled the number of countries where the pay-as-you-go Omnipod Dash insulin pump is available from four to eight. In addition to the US, UK, Netherlands, and Italy, Dash is now available in Sweden, Finland, Norway, and Denmark. Rollout will continue with Dash expected to launch in France, Belgium, Germany, Austria, Switzerland, and Israel in the "coming weeks." The launches come well ahead of [2Q20 expectations](#) to rollout Dash internationally in "early 2021."

International launch of Dash should boost the company's international Omnipod business, which recorded \$73 million in revenue in [2Q20](#) (+16% YOY on a tough comparison); international sales of just over \$250 million in 2019 rose 47%. Dash will also bolster the company's international offering a bit against strengthening competition from Medtronic and Tandem though the magic will be when AID is available in the EU is really what will make Insulet competitive there. Medtronic is expected to roll out its second-generation AID system, MiniMed 780G in Europe "[this fall](#)" while Tandem plans to roll out its Control-IQ system throughout the [back half of this year](#). The pivotal results for Insulet's first AID system, Omnipod 5, are expected to read out [at ATTD 2021](#), with no given timeline for an international launch - of course, it will be easier to launch Omnipod 5 in Europe with Dash already available in those international markets.

- **Omnipod Dash was CE-Marked in Europe back [in 2018](#).** The system consists of a color touchscreen Personal Diabetes Management handheld (locked down Android phone), Bluetooth-enabled pod, and paired user/caregiver secondary display iOS. Throughout Dash rollout in the US, Insulet has focused on expanding the pump market by converting MDI users - we'd imagine the same will be true in Europe, where pump penetration is estimated to be lower.

THE OMNIPOD DASH™ SYSTEM

• EASY TO PRESCRIBE

- Available through Pharmacy Channels which may reduce paperwork
- No-charge Omnipod DASH™ PDM⁴
- Typically, no pump switching restrictions

• SIMPLE AND FAST TO TEACH

- Intuitive touchscreen device
- Integrated CalorieKing® food library and carb presets
- Instills patient confidence

• FINE-TUNED INSULIN DELIVERY

- Pod Therapy for more patients with zero basal and fractional I:C ratios
- Pod site tracker promotes site rotation and skin integrity
- A combined view of CGM and Pod Therapy status on a single screen with Omnipod® iPhone widgets

• INSULIN MANAGEMENT WITH LESS HASSLE

- Tubeless, waterproof Pod provides three days of nonstop insulin
- Automatic upload to Insulet Provided Glooko anywhere, in or out of clinic
- Caregivers can keep connected with the Omnipod VIEW™ mobile app
- Highly Accurate⁵ Blood Glucose Meter wirelessly transmits readings to the PDM.



--by Albert Cai and Kelly Close